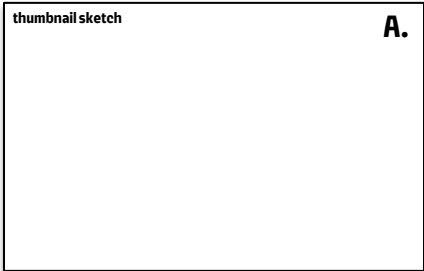


THE STORY MY
BUSINESS TELLS: _____

Page: 1

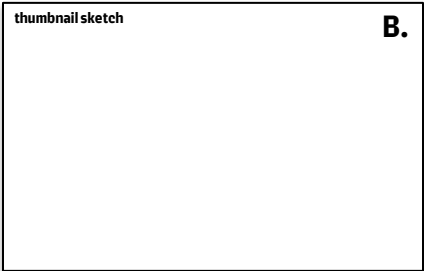
SIGHT How will the experience look?

thumbnail sketch **A.**



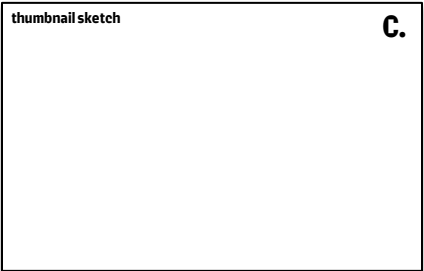
ONE SENTENCE
DESCRIPTION: _____

thumbnail sketch **B.**



ONE SENTENCE
DESCRIPTION: _____

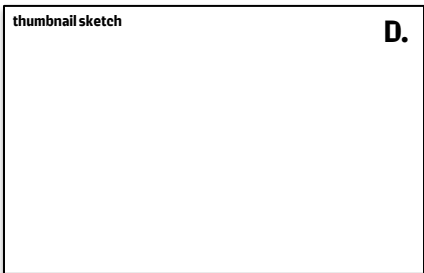
thumbnail sketch **C.**



ONE SENTENCE
DESCRIPTION: _____

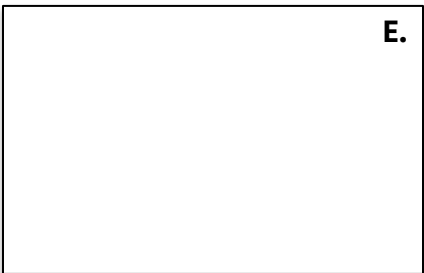
HEARING How will the experience sound?

thumbnail sketch **D.**

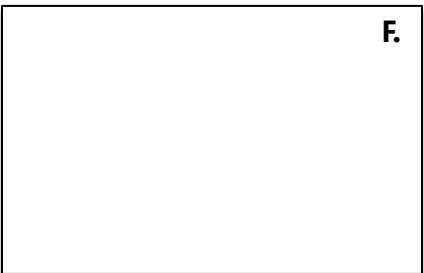


ONE SENTENCE
DESCRIPTION: _____

E.

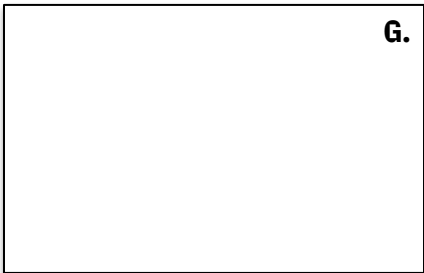


F.

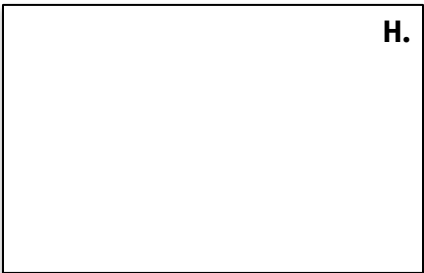


TOUCH How will the experience feel?

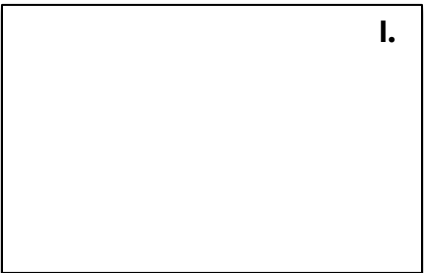
G.



H.

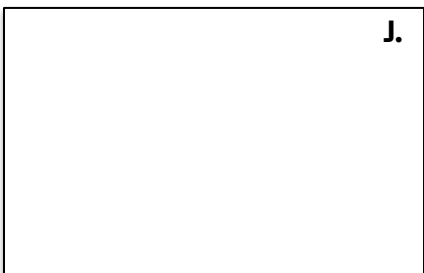


I.

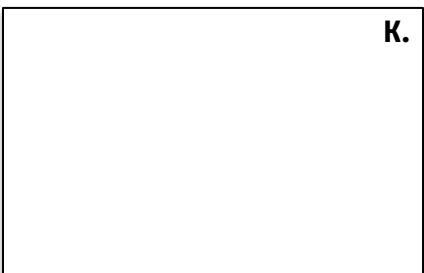


SMELL How will the experience smell?

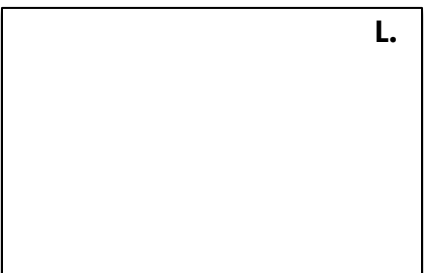
J.



K.



L.



TASTE How will the experience taste?

M.

N.

O.

COMBO: A + D + G

COMBO: G + J + M

COMBO: F + I + L

COMBO: __ + __ + __

COMBO: __ + __ + __

COMBO: __ + __ + __

COMBO: __ + __ + __ + __ + __

COMBO: __ + __ + __ + __ + __

COMBO: __ + __ + __ + __ + __